

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Augusta L.L.C.		04/21/2009	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	CE Brands LLC		
Street Address:	6950 NW 77th Ct.		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33166		
Entity Type:	LIMITED LIABILITY COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Registration Number:	3230612	AT HOME WITH YOU	
Serial Number:	77284591	CE	
Serial Number:	77314826	CHEF'S SELECTION	
Registration Number:	2154711	CHEF'S SELECTION	
Registration Number:	2579686	CONTINENTAL ELECTRIC	
Registration Number:	3252279	CONTINENTAL ELECTRIC	
Registration Number:	1949733	CONTINENTAL ELECTRIC	
Serial Number:	77494062	CONTINENTAL GREEN	
Serial Number:	77064560	CONTINENTAL METALLIC	
Registration Number:	3464038	CONTINENTAL PLATINUM	
Registration Number:	3395673	FINCA LOS LEYVA	
Registration Number:	2273266	GYM MASTER	
Serial Number:	77694024	KLEEN BY CE	

CH \$415.00 3230612

900135288

TRADEMARK
REEL: 003997 FRAME: 0644

Registration Number:	2813469	KUL
Registration Number:	3325755	MONTERREY
Registration Number:	2813661	PRO GYM

CORRESPONDENCE DATA

Fax Number: (312)698-2123

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: david.j.davis@bakernet.com, colleen.m.brennan@bakernet.com

Correspondent Name: David J. Davis

Address Line 1: 130 E. Randolph Drive

Address Line 2: One Prudential Plaza, Suite 3500

Address Line 4: Chicago, ILLINOIS 60601

ATTORNEY DOCKET NUMBER:	50098565-000001
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NAME OF SUBMITTER:	David J. Davis
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Signature:	/david j. davis/
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Date:	06/01/2009
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Total Attachments: 2

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**ARTICLES OF AMENDMENT
TO
ARTICLES OF ORGANIZATION
OF**

AUGUSTA L.L.C.

(Name of the Limited Liability Company as it now appears on our records.)
(A Florida Limited Liability Company)

The Articles of Organization for this Limited Liability Company were filed on 2-24-2003 and assigned
Florida document number L03000006810.

This amendment is submitted to amend the following:

A. If amending name, enter the new name of the limited liability company here:

CE BRANDS, LLC

The new name must be distinguishable and end with the words "Limited Liability Company," the designation "LLC" or the abbreviation "L.L.C."

Enter new principal offices address, if applicable:

N/A

(Principal office address MUST BE A STREET ADDRESS)

Enter new mailing address, if applicable:

N/A

(Mailing address MAY BE A POST OFFICE BOX)

B. If amending the registered agent and/or registered office address on our records, enter the name of the new registered agent and/or the new registered office address here:

Name of New Registered Agent:

N/A

New Registered Office Address:

(Enter Florida street address)

Florida

(City)

New Registered Agent's Signature, if changing Registered Agent:

I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relative to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent as provided for in Chapter 608, F.S. Or, if this document is being filed to merely reflect a change in the registered office address, I hereby confirm that the limited liability company has been notified in writing of this change.

(If Changing Registered Agent, Signature of New Registered Agent)

FILED
09 APR 28 AM 10:57
TALLAHASSEE
FLORIDA
SECRETARY OF STATE

If amending the Managers or Managing Members on our records, enter the title, name, and address of each Manager or Managing Member being added or removed from our records:

MGR = Manager

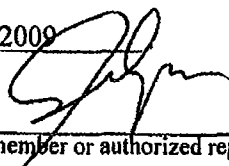
MGRM = Managing Member

<u>Title</u>	<u>Name</u>	<u>Address</u>	<u>Type of Action</u>
N/A			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove
			<input type="checkbox"/> Add <input type="checkbox"/> Remove

D. If amending any other information, enter change(s) here: *(Attach additional sheets, if necessary.)*

N/A

Dated April 21st, 2009



Signature of a member or authorized representative of a member

Giraldo Leyva

Typed or printed name of signee

FILED
09 APR 28 AM 10:27
SECRETARY OF STATE
TALLAHASSEE FLORIDA